

What is claimed is:

1. A digital content billing system using a network, comprising:

- 5 a holder for having digital content and holding a right to let a third person use the digital content;
- a distributor for obtaining the digital content from the holder and distributing the digital content to a user;
- an advertiser for possessing an advertising information piece to be provided for the user; and
- 10 an administrator for obtaining the advertising information piece from the advertiser, receiving an execution declaration of the digital content from the user, downloading the advertising information piece and a permission for the execution declaration to the user
- 15 through the network, collecting an advertisement rate, which corresponds to the number of execution times of the digital content used by the user, from the advertiser and paying an execution fee, which corresponds to the number of execution times of the digital content, to the holder.

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2. A digital content billing system using a network, comprising:

- a holder for having digital content, which is set to become usable by an execution key, and holding a right to
- 25 let a third person use the digital content;
- a distributor for obtaining the digital content from the holder and distributing the digital content to a user;
- an advertiser for possessing an advertising information piece to be provided for the user; and
- 30 an administrator for obtaining the execution key from the

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holder, obtaining the advertising information piece from the advertiser, receiving an execution declaration of the digital content from the user, downloading the advertising information piece and the execution key to the user through
5 the network, collecting an advertisement rate, which corresponds to the number of execution times of the digital content used by the user, from the advertiser and paying an execution fee, which corresponds to the number of execution times of the digital content, to the holder.

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3. A digital content billing system using a network according to claim 2, wherein the advertising information piece downloaded to the user is displayed simultaneously with the digital content in cases where the user uses the
15 digital content by using the execution key downloaded to the user.

4. A digital content billing system using a network according to claim 2, wherein the advertising information
20 piece downloaded to the user is displayed in a time period between time periods in which the digital content is displayed in cases where the user uses the digital content by using the execution key downloaded to the user.

25 5. A digital content billing system using a network according to claim 2, wherein the distributor notifies the holder of the number of download times of the digital content downloaded to the user, and the holder pays a download charge, which corresponds to the number of
30 download times of the digital content, to the distributor.

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6. A digital content billing system using a network according to claim 2, wherein the administrator downloads a plurality of advertising information pieces and the execution key, which permits the user to use the digital content prescribed times, to the user in cases where the administrator receives the execution declaration of the digital content from the user.

7. A digital content billing system using a network according to claim 2, wherein the user uses the digital content by using an execution key downloaded from the administrator in the past while seeing an advertising information piece downloaded from the administrator in the past in cases where the execution key is not currently downloaded to the user from the administrator because of an abnormal state even though a prescribed time passes after the user sends the execution declaration of the digital content.

8. A digital content billing system using a network according to claim 7, wherein the user notifies the administrator that the user uses the digital content by using the execution key downloaded from the administrator in the past after the abnormal state is finished.

9. A digital content billing system using a network according to claim 2, wherein the advertising information piece downloaded from the administrator to the user corresponds to content of the digital content.

10. A digital content billing system using a network according to claim 2, wherein the administrator inquires the user of a genre of the advertising information piece
5 to be downloaded to the user in cases where the administrator receives the execution declaration of the digital content from the user, and the advertising information piece, of which a genre is selected by the user, is downloaded to the user.

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11. A digital content billing system using a network according to claim 2, wherein the administrator downloads the advertising information piece, which corresponds to content of another digital content used by the user in the
15 past, to the user in cases where the administrator receives the execution declaration of the digital content from the user.

12. A digital content billing system using a network
20 according to claim 2, wherein the administrator collects the advertisement rate, which is determined according to a matching point between content of the digital content related to the execution declaration of the user and content of the advertising information piece downloaded
25 from the administrator to the user, from the advertiser.

13. A digital content billing system using a network according to claim 2, wherein the administrator guarantees the advertiser the lowest number of downloading times of
30 the advertising information piece downloaded to the user

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or a lowest ratio of the number of downloading times of the advertising information piece downloaded to the user to the number of downloading times of all advertising information pieces received from the advertiser.

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14. A digital content billing system using a network according to claim 2, wherein the administrator inquires the user of a residential district of the user in cases where the administrator receives the execution

10 declaration of the digital content from the user, and the administrator downloads the digital content, which closely relates to the residential district of the user, to the user.

15 15. A digital content billing system using a network according to claim 2, wherein the administrator downloads the digital content, which closely relates to a residential district of the user, and a nationwide digital content to the user in cases where the administrator receives the
20 execution declaration of the digital content from the user.

16. A digital content billing system using a network according to claim 2, wherein the administrator downloads the digital content closely related to a residential
25 district of the user, which is notified by a network operator managing the network, to the user in cases where the administrator receives the execution declaration of the digital content from the user.

30 17. A digital content billing system using a network,

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comprising:

an advertiser for possessing an advertising information piece to be provided for a user;

5 a holder for receiving the advertising information piece from the advertiser, having digital content, which is set to become usable by an execution key, and holding a right to let a third person use the digital content;

10 a distributor for obtaining the digital content, in which the advertising information piece is included, from the holder and distributing the digital content with the advertising information piece to the user; and

15 an administrator for obtaining the execution key from the holder, receiving an execution declaration of the digital content from the user, downloading the execution key to the user through the network, and notifying the advertiser of the number of execution times of the digital content used by the user, wherein the holder collects an advertisement rate, which corresponds to the number of execution times of the digital content used by the user,
20 from the advertiser, and the holder pays a download charge, which corresponds to the number of download times of the execution key downloaded from the administrator to the user, to the administrator.

25 18. A digital content billing system using a network according to claim 17, wherein the distributor notifies the holder of the number of download times of the digital content downloaded to the user, and the holder pays a download charge, which corresponds to the number of
30 download times of the digital content, to the distributor.

a holder for having digital content, which is set to
5 become usable by an execution key, and holding a right to
let a third person use the digital content;

an administrator and distributor for obtaining the digital content and the execution key from the holder, receiving the advertising information piece from the advertiser, receiving an execution declaration of the digital content from the user, downloading the digital content, the execution key and the advertising information piece to the user through the network in response to the execution declaration, collecting an advertisement rate, which corresponds to the number of execution times of the digital content used by the user, from the advertiser, and paying an execution fee, which corresponds to the number of execution times of the digital content used by the user, to the holder.